



UNITED STATES INFORMATION AGENCY

WASHINGTON 20547

May 22, 1972

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MEMORANDUM FOR: Chairman, Special PsyOp Group
FROM: IEA - Kent Crane ✓
SUBJECT: Radio Listening in North Viet-Nam

Summary. Information on radio listenership in the enemy's home territory continues to be fragmentary at best. We request that your group quickly establish an interagency requirement for collecting and analyzing facts on this important subject.

Background. The following points emerge from data (principally interrogation reports) available in USIA files:

- an estimated 2 - 5% (based on 1970 interrogations) of the urban population are believed to own receivers. Cadre, but not the general public, are permitted to listen to foreign broadcasts. However, it appears that clandestine listening is not unusual. Rural listening is principally to Hanoi or Liberation Radio, via loudspeakers or pre-tuned sets, although clandestine listening also occurs on privately owned sets.
- multi-band sets capable of receiving foreign broadcasts are costly (1200 dong on black market), must be registered and depend on rationed batteries.
- clandestine listeners favor late evening hours; they rate speed, accuracy and objectivity of news broadcasts as factors influencing station preference. BBC news is frequently cited as an example. (One recent blemish to BBC's reputation occurred when its reports from Hue departed from objectivity by describing the mood there as one of "hopelessness and despair.")

State Dept. review completed

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- 2 -

Recommendations. In order to up-grade and refine program content of broadcasts targeted in North Viet-Nam, the following actions are proposed:

- Concerned Agencies are requested to provide all currently available data on radio listening habits, signal strength, program preferences, and audience composition to USIA for analysis and recommendations.



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